

Amendments to and Listing of the Claims:

Please cancel claims 170-190, 199-230, 234, 235, 241-251, 253-259 and 268-320, and amend claims 194, 195, 236, 239, 240, 252, 263 and 264 as follows:

170 – 190. (canceled)

191. (original) A data processing system for generating a subscriber profile vector, said data processing system comprising:

- (a) computer processor means for processing data;
 - (b) storage means for storing data on a storage medium;
 - (c) first means for monitoring subscriber activity wherein said first means includes recording means for storing subscriber selection data wherein said subscriber selection data corresponds to selected source material;
 - (d) second means for retrieving source related information wherein said source related information contains descriptive fields corresponding to said selected source material;
 - (e) third means for generating a program characteristics vector based on said source related information;
 - (f) fourth means for storing a set of heuristic rules;
 - (g) fifth means for processing information wherein said fifth means includes means for processing said subscriber selection data with respect to said program characteristics vector and said set of heuristic rules to form said subscriber profile vector;
- and

(h) sixth means for storing said subscriber profile vector.

192. (original) The system described in claim 191, wherein said first means for monitoring subscriber activity further comprises means for monitoring time durations wherein said time durations correspond to viewing times of said selected source material.

193. (original) The system described in claim 191, wherein said first means for monitoring subscriber activity further comprises means for monitoring volume levels wherein said volume levels correspond to subscriber selection volume levels.

194. (currently amended) The system described in claim 191, wherein said subscriber profile vector contains household demographic data indicating ~~probabilistic measurements~~ predictive values of household demographics.

195. (currently amended) The system described in claim 191, wherein said subscriber profile vector contains a household session interest profile indicating ~~probabilistic measurements~~ predictive values of household interests.

196. (original) A data processing system for generating a household demographic characteristics vector, said data processing system comprising:

(a) computer processor means for processing data;

(b) storage means for storing data on a storage medium;

(c) first means for monitoring subscriber activity wherein said first means includes recording means for storing subscriber selection data wherein said subscriber selection data corresponds to selected source material;

(d) second means for generating household viewing habits information wherein said household viewing habits information is generated from said subscriber selection data;

(e) third means for storing a set of heuristic rules;

(f) fourth means for processing information wherein said fourth means includes means for processing said subscriber selection data with respect to said set of heuristic rules to form said household demographic characteristics vector; and

(g) fifth means for storing said household demographic characteristics vector.

197. (original) The system described in claim 196, wherein said fourth means for processing information processes information over a viewing session and wherein said household demographic characteristics vector corresponds to said viewing session.

198. (original) The system described in claim 196, wherein said fourth means for processing information processes information over a period of multiple viewing sessions wherein said household demographic characteristics vector corresponds to an average value over said multiple viewing sessions.

199 – 230. (canceled)

231. (original) A method for generating a subscriber profile for a subscribed user of television programming, the method comprising:

monitoring user viewing activities;

collecting subscriber selection data based on source material selected by the user over a predetermined period of time; and

processing the subscriber selection data to create a subscriber profile, wherein said processing the subscriber selection data includes processing subscriber selection data based on a pre-determined set of heuristic rules.

232. (original) The method of claim 231, wherein the heuristic rules include logical forms.

233. (original) The method of claim 231, wherein the heuristic rules include conditional probabilities.

234-235. (canceled)

236. (currently amended) A method for generating a subscriber profile for a subscribed user of television programming, the method comprising:

monitoring user viewing activities;

collecting subscriber selection data based on source material selected by the user over a predetermined period of time; and

processing the subscriber selection data to create a subscriber profile, wherein the subscriber profile is a demographic profile ~~indicating the probable~~that provides predictive values of the age, income, and gender, and other demographics of the user.

237. (original) The method of claim 236, wherein the predetermined period of time for collecting subscriber selection data is a viewing session, and the demographic profile is for the user during the viewing session.

238. (original) The method of claim 236, wherein the predetermined period of time for collecting subscriber selection data is a plurality of viewing sessions, and the demographic profile is an average demographic profile for the user, wherein the average demographic profile is an average for the plurality of viewing sessions.

239. (currently amended) A method for generating a subscriber profile for a subscribed user of television programming, the method comprising:

monitoring user viewing activities;

collecting subscriber selection data based on source material selected by the user over a predetermined period of time; and

processing the subscriber selection data to create a subscriber profile, wherein the subscriber profile is a program preference profile indicating the type of programming of interest to the user and wherein the user belongs to a household and the subscriber profile includes predictive values of household program interests.

240. (currently amended) A method for generating a subscriber profile for a subscribed user of television programming, the method comprising:

monitoring user viewing activities;

collecting subscriber selection data based on source material selected by the user over a predetermined period of time; and

processing the subscriber selection data to create a subscriber profile, wherein the subscriber profile is a product preference profile for the user and wherein the user belongs to a household and the subscriber profile includes predictive values of household product interests.

241 – 251. (canceled)

252. (currently amended) A data processing system for generating a subscriber profile for a subscribed user of television programming, the data processing system comprising:

means for storing subscriber selection data, wherein the subscriber selection data corresponds to source material selected by a subscriber;

means for retrieving source related information which includes descriptive fields corresponding to the selected source material;

means for processing the subscriber selection data with respect to the descriptive fields to generate the subscriber profile; and

means for storing the subscriber profile, wherein the subscriber profile includes ~~probabilistic measurements~~ predictive values of household demographics.

253-259. (canceled)

260. (original) A data processing system for generating a subscriber profile vector for a subscribed user of television programming, the data processing system comprising:

means for processing data;

a storage medium;

means for monitoring subscriber activity including means for storing subscriber selection data, wherein the subscriber selection data corresponds to source material selected by the user;

means for retrieving source related information including descriptive fields corresponding to the selected source material;

means for generating a program characteristics vector based on the source related information;

means for storing a set of heuristic rules;

means for processing the subscriber selection data with respect to the program characteristics vector and the set of heuristic rules to generate the subscriber profile vector; and

means for storing the subscriber profile vector.

261. (original) The system described in claim 260, wherein the means for monitoring subscriber activity further includes means for monitoring viewing times of the selected source material.

262. (original) The system described in claim 260, wherein the means for monitoring subscriber activity further includes means for monitoring subscriber selection volume levels.

263. (currently amended) The system described in claim 260, wherein the subscriber profile vector includes ~~probabilistic measurements~~ predictive values of household demographics.

264. (currently amended) The system described in claim 260, wherein the subscriber profile includes ~~probabilistic measurements~~ predictive values of household interests.

265. (original) A data processing system for generating a household demographic characteristics vector, the data processing system comprising:

means for processing data;

a storage medium;

means for monitoring subscriber activity including means for storing subscriber selection data, wherein the subscriber selection data corresponds to selected source material;

means for generating household viewing habits from the subscriber selection data;

means for storing a set of heuristic rules;

means for processing the subscriber selection data with respect to the set of heuristic rules to generate the household demographic characteristics vector; and

means for storing the household demographic characteristics vector.

266. (original) The system described in claim 265, wherein the means for processing the subscriber selection data includes processing information over a viewing session, and the household demographic characteristics vector corresponds to the viewing session.

267. (original) The system described in claim 265, wherein the means for processing the subscriber selection data includes processing the subscriber selection data over multiple viewing sessions to generate an average household demographic characteristics vector which is an average of the household demographic characteristic vectors for each viewing session.

268-320. (canceled)